SONY

KDL-50R550A

50" (diag) R550A Series LED Internet TV

Enter a world of dazzling picture quality and unlimited entertainment. This elegantly slim LED TV boasts Full HD 1080p for incredible detail and Edge LED backlighting for boosted contrast. Internet connectivity is at your fingertips, so you can watch YouTube™ clips and access online HD movies, music and more.[1]

Bullets

- Edge LED backlight for a bright picture & thin design
- Lifelike movement with Motionflow™ XR 240
- Receiver-less TV for DirecTV customers[3]
- Movies, music & apps w/ Sony Entertainment Network[1]
- Built-in Wi-Fi®[1]
- See your smartphone's screen on TV w/ wireless mirroring[2]
- Enjoy 3D with 4 pairs of passive glasses[4]
- Crisp detail & contrast w/ Clear Resolution Enhancer
- Smartphone ready - TV that's made for your smartphone[5]

Features

So bright and so thin.

Powerful yet thin LEDs deliver a radically brighter picture than conventional LCD backlighting. They also help achieve an ultra-slim TV design that looks beautiful in your home. What's more, Sony's Edge LED Backlight technology delivers outstanding contrast, rich colors and enhanced dark-scene detail.

Lifelike motion.

Watch the football retain its detail during a kickoff and move smoothly as the camera follows it from left to right. Even quick motion seen in action movies appears amazingly realistic as Motionflow™ XR 240 technology, which takes motion clarity beyond refresh rates, smoothes out the picture where the camera can't for clearer and more natural movement.

Receiver-less TV

For DIRECTV customers with a Genie™ Whole-Home HD DVR, the Sony R550A series allows you to enjoy full DIRECTV service and HD DVR functionality without an additional receiver. Place the Genie™ Whole-Home HD DVR in any room of the house and enjoy the clean look of your big screen on the wall without the clutter of connecting a DIRECTV receiver to it.[3]

Go beyond cable with Internet TV

Welcome to the endless entertainment of the Sony Entertainment Network, where thousands of movies, TV shows, online videos, games and music are always at your fingertips. By connecting to the Internet and touching the 'SEN' button the TV remote, you can access Full HD 1080p entertainment, and made-for-TV apps like Netflix®, Pandora®, YouTube™, Facebook® and more.[1]

Goodbye wires, hello Wi-Fi®.

Maximize your entertainment while reducing cable clutter. Wirelessly stream beautiful, HD entertainment straight from the internet or your home network using built-in Wi-F® connectivity.

Your smartphone, now on TV

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Movies, music and apps from your smartphone can now be viewed big on your TV. With two ways to connect Android phones and tablets to the R550A, Sony is helping you add value to the entertainment you already own.

1. Using a Mobile High Definition Link cable, you can connect your smartphone to the TV to literally "mirror" what's seen on the smartphone screen. Video, photos and apps are re-sized and scaled to fit the larger TV screen. You can then use the TV remote to navigate the phone, while it's charging from the TV.[5]

2. Using screen mirroring technology, you can connect phones that are Miracast™ enabled to the TV.[2]

Theater-like 3D

Using the same passive 3D technology used in movie theaters, feel the explosive excitement of theater-like 3D. Even the sound profile is enhanced for 3D viewing to provide a more immersive experience.[3] Slip on the latest generation of light, comfortable 3D glasses to enjoy your favorite 3D movies. Four pair of glasses included.

Clearly different.

Fine details and textures appear in whatever you're watching, even in flat areas. Powered by Sony's advanced noise reduction algorithm, this technology boosts image clarity with heightened contrast and depth that you won't find on most televisions.

Against the grain.

Dazzle the whole family with ultra-crisp HD clarity and less grain. Digital Noise Reduction enhances detail in whatever you're watching with meticulous processing. It even helps clean up video from USB and other PC sources so the picture looks pristine and vivid.

Specifications

3D Features	
3D	Passive
3D Format Support	HDMI: Frame Packing/ Side-By-Side/Over-Under USB/MHL: Side-By-Side/ Over-Under
Simulated 3D	Yes
Audio	
Audio Power Output	10W + 10W
Speaker Configuration	Full Range (45x200mm) x2
Speaker Position	Bottom
Audio Features	
5.1 Channel Audio Out	Yes
5.1ch Through Out (Handycam)	Yes
Alternate Audio (Digital)	Yes
Audio Out	Variable/Fixed
Dolby®	MS10 (Dolby Digital Plus, Dolby Pulse)
Invisible Speaker	Yes
Sound Booster	Yes
Sound Mode	Standard Music Cinema Game Sports
SteadySound® Automatic Volume Control	Yes
Stereo System	MTS(AUTO SAP)

Convenience Features	
Auto Shut-off	Yes
BRAVIA® Sync™	Yes
Channel Block (with password)	Yes
Channel Jump	Yes
Channel Surf	Yes
Edit Channel Labels	Yes
Favorites (Simple UI)	Yes
Info Banner	Yes
Input Skip	Yes
Label Inputs	Yes
Multiple Language Display	English/Spanish /French
On/Off Timer	Yes
On-Screen Clock	Yes
On-Screen Display for External Input	Yes
Parental Control	Yes
Photo Frame Mode	Yes
Picture Adjustments Lock	Yes
Scene Select	Music Cinema Game Graphics Sports
Show/Hide Channels	Yes
Sleep Timer	Yes
Twin Picture	PAP(Fixed),PIP

USB Play	Yes
USB Play (Contents)	MPEG1/ MPEG2TS/ MPEG2PS/ MPEG4Visual/ MPEG4AVC/ H.264/ WMV/ Xvid/ MP3/ AAC/ HE-AAC/ DolbyDigitalAC3/ DTS/ WMA/ Jpeg
USB Super Multi-Format Play	Yes
Design Features	
Stand Design	Steel Rod / Chrome Plating
Display Features	
Backlight Type	Edge LED
Dimming Type	Frame Dimming
Display Device	LCD
Display	
Aspect Ratio	16:9
Display Resolution	Full HD
Dynamic Contrast Ratio	over 1 million
Screen Size (cm)	125.7 cm
Screen Size (measured diagonally)	50"(49.5")
Viewing Angle (Right/ Left)	178(89/89)
Viewing Angle (Up/ Down)	178(89/89)
Energy Saving & Efficiency	
Backlight Off Mode	Yes

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Dynamic Backlight Control	Yes
Energy Star® compliant	Ver6
Power Consumption (On Mode) for Energy Star	62.1W
Power Consumption (Standby Mode) for Energy Star	0.136W

General Features

Audio Return Channel	Yes
Closed Captions (CC)	Yes
Demo Mode	Yes
Finish (Surface Color)	Black
Hotel Mode Menu	Yes
Start Up Sony Logo Display	Yes

Inputs and Outputs

AC Power Input	1 (Rear)
Analog Audio Input(s) (Total)	1(Rear)
Audio Out	1(Rear)
Component Video (Y/ Pb/Pr) Input(s)	1 (Rear Hybrid w/ Component)
Composite Video Input(s)	1 (Rear Hybrid w/ Component)
Digital Audio Output(s)	1(Rear)
Ethernet Connection(s)	1 (Rear)
HDMI™ Connection(s) (Total)	4 (2Rear,2Side)
HDMI™ PC Input	Yes
MHL	Yes
RF Connection Input(s)	1 (Rear)
USB 2.0	2 (Side)

Network Features

BIVL (System)	Yes
DLNA Content	JPG/ MP3/ WMA/ MPEG1/ MPEG2PS/ MPEG2TS/ AVCHD/ MP4/ WMV
Internet_Browser	Yes (Opera)
Opera Apps (System)	Yes
Screen mirroring	Yes
Sony Entertainment Network	Yes
TV Tweet	Yes (Opera)
Wi-Fi Certified	Yes
Wi-Fi Direct	Yes
Wireless LAN	Integrated

Power

Power Consumption (in Operation) max.	121W
Power Consumption (in Standby)	0.2W
Power Requirements (frequency)	60Hz
Power Requirements (voltage)	AC120V

Recycled & Recyclable Materials

Packaging Materials	Recycled Carton (more than 40%)

Regulation and Standards Compliance

VESA® Hole Pitch	300x300 mm /11 7/8x11 7/8 inch
VESA® Hole Spacing Compatible	Yes

Sensing Features

LightSensor™ Technology	Yes

TV System

Channel Coverage (Analog)	VHF: 2-13/UHF: 14-69/ CATV: 1-135
Channel Coverage (Digital Cable)	CATV: 1-135
Channel Coverage (Digital Terrestrial)	VHF: 2-13/UHF: 14-69
Color System	NTSC
Number of Tuners (Terrestrial/Cable)	1(Digital/Analog)
TV System (Analog)	M
TV System (Digital Cable)	Clear QAM
TV System (Digital Terrestrial)	ATSC

Video

Video Signal	1080/24p (HDMI only) 1080/60i 1080/60p(HDMI / Component) 480/60i 480/60p 720/60p 1080/30p (HDMI™ only) 720/30p (HDMI™ only) 720/24p (HDMI™ only)

Video Features

24p True Cinema™ Technology	Yes
3D Comb Filter	Yes
4:3 Default	Yes
Advanced Contrast Enhancer (ACE)	Yes
Auto Wide	Yes
Blinking Type	Frame Blinking
CineMotion® Reverse 3:2 Pulldown Technology	Yes
Clear Resolution Enhancer	Yes
Digital Noise Reduction	Yes
LED Motion Mode	Yes
Live Color™ Technology	Yes
Motionflow™ Technology	Motionflow XR 240
MPEG Noise Reduction	Yes
Picture Mode	Vivid Standard Custom Cinema Graphics
SimulView™	Yes
Wide Mode	Full Normal Wide Zoom Zoom Caption Normal/Full1/Full2 for PC

Weights and Measurements

Dimensions (Approx.)	TV Only: 44 5/8x26 1/2x3 3/8(2) inch (1131x671x84(50.8) mm) TV with Stand: 44 5/8x27 3/4x9 1/4 inch (1131x702x233 mm)
Packaging (Approx.)	Carton Weight: 50.7 lbs 23.0 kg) Carton Dimensions: 51 5/8 x 30 5/8 x 6 3/4 in (1310 x775 x 170 mm)
Weight (Approx.)	TV only: 39.0 lbs (17.7 kg) TV with stand: 41.0 lbs (18.6 kg)

Measurements (Approx.)

Package Carton (W x H x D)	1310 x775 x 170 mm/ 51 5/8 x 30 5/8 x 6 3/4 inches
TV only (W x H x D)	1131x671x84(50.8) mm/ 44 5/8x26 1/2x3 3/8(2) inch
TV with Stand (W x H x D)	1131x702x233 mm/ 44 5/8x27 3/4x9 1/4 inch

Supplied Accessories

3D Glasses	TDG-500P x 4
AC Power Cord	US 2 Pin, Pig-tail
Batteries	R03(Type AAA) x 2
Operating Instructions	US
Quick Setup Guide / Supplement CUE (GA)	Yes
Remote Control	RM-YD094
Screws	Yes
Table Top Stand	Separate (assembly required)
Warranty Card	Yes

Optional Accessories

3D Glasses	TDG-500P/TDG-SV5P

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Accessories	
Supplied Accessories	3D Glasses x 4 (TDG-500P) AC Power Cord (US 2 Pin, Pig Tail) Table Top Stand (assembly required) Operating Instructions (US) Warranty (12 months) Remote Control (RM-YD094) Batteries (R03)

1. Broadband speed of at least 2.5 Mbps recommended (10 Mbps for HD). Content subject to change and may require fees. Wireless connectivity requires 802.11 home network (802.11n recommended).

2. Requires smartphone with Wi-Fi® certified Miracast™ technology. Certain formats are not supported. The video quality may be degraded due to environmental interference.

3. Requires compatible DIRECTV Genie™ Whole Home HD DVR and TV be connected to the same wireless home network.

4. Requires 3D content, 3D player, HDMI® cable (at least 10.2 Gbps) and 3D active glasses sold separately.

5. Requires Mobile High Definition Link-compatible smartphone to be connected to the TV with a Mobile High Definition Link cable, sold separately.

6. Requires active internet connection and devices connected to the same wireless home network.

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